# ORDER

KMGH

**Orders**

| | | | |
|---|---|---|---|
| **Order / Rev:** | **184073** | | |
| Alt Order #: | | | |
| Product Desc: | Perlmutter for Congress 2012 | | |
| Estimate: | 11556 | | |
| Flight Dates: | 09/10/12 - 09/16/12 | Primary AE: | Laura Hargis |
| Original Date / Rev: | 08/07/12 / 08/08/12 | Sales Office: | Den |
| Order Type: | GENERAL | Sales Region: | LOC |

**Agency**

| | | | |
|---|---|---|---|
| **Name:** | **Media Strategies & Research** | | |
| Buying Contact: | | Billing Type: | Cash |
| Billing Contact: | | Billing Calendar: | Broadcast |
| | 1580 Lincoln Street Ste. 510 | Billing Cycle: | EOM/EOC |
| | Denver, CO 80203 | Agency Commission: | 15% |

**Advertiser**

| | | | |
|---|---|---|---|
| **Name:** | **Congress/Perlmutter(D)** | | |
| Demographic: | A25-54 | New Business Thru: | |
| Product Codes: | PL6-State Congress | Order Separation: | 00:10:00 |
| Priority: | PREEMPTIBLE | Advertiser External ID: | MAJ |
| Revenue Codes: | POL, POL-CANDIDATE, Unassigned | Agency External ID: | |

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|---|---|---|---|---|
| 08/27/12 | 09/16/12 | 67 | $23,800.00 | $20,230.00 |

**Totals**

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---|---|---|---|---|
| September 2012 | 67 | $23,800.00 | $20,230.00 | 0.00 |
| Totals | 67 | $23,800.00 | $20,230.00 | 0.00 |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|---|---|---|---|---|
| Laura Hargis | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 1 | KMGH | 09/10/12 | 09/16/12 | 7News at 5AM<br>7News at 5AM | CA | 5AM-530AM | 21111-- | :30 | 6 | $150.00 | PREE | 0.00 | NM | 6 | $900.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 09/10/12 | 09/16/12 | 21111-- | 6 | $150.00 | 0.00 | | | | | | | | | |
| 2 | KMGH | 09/10/12 | 09/16/12 | 7News at 530AM<br>7News at 530AM | CA | 530AM-6AM | 11111-- | :30 | 5 | $175.00 | PREE | 0.00 | NM | 5 | $875.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 09/10/12 | 09/16/12 | 11111-- | 5 | $175.00 | 0.00 | | | | | | | | | |
| 3 | KMGH | 09/10/12 | 09/16/12 | 6-7A News M-F/KMGH<br>6-7A News | CA | 6A-7A | 11111-- | :30 | 5 | $275.00 | PREE | 0.00 | NM | 5 | $1,375.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 09/10/12 | 09/16/12 | 11111-- | 5 | $275.00 | 0.00 | | | | | | | | | |
| 4 | KMGH | 09/10/12 | 09/16/12 | GMA M-F 7-9A / KMGH<br>GMA M-F 7-9A | CA | 7A-9A | 22222-- | :30 | 10 | $300.00 | PREE | 0.00 | NM | 10 | $3,000.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 09/10/12 | 09/16/12 | 22222-- | 10 | $300.00 | 0.00 | | | | | | | | | |
| 6 | KMGH | 09/16/12 | 09/16/12 | 7A-8A SUN MORN NEWS<br>7A-8A SUN MORN NEWS | CA | 7A-8A | ------S | :30 | 1 | $125.00 | PREE | 0.00 | NM | 1 | $125.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 09/10/12 | 09/16/12 | ------S | 1 | $125.00 | 0.00 | | | | | | | | | |
| N 7 | KMGH | 09/14/12 | 09/14/12 | 930a-10 Right This Minute<br>930a-10 Right This Minute | CA | 930a-10a | ----1-- | :30 | 1 | $175.00 | PREE | 0.00 | NM | 1 | $175.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 09/10/12 | 09/16/12 | ----1-- | 1 | $175.00 | 0.00 | | | | | | | | | |

| | | | |
|---|---|---|---|
| Order / Rev: | 184073 | Advertiser: | Congress/Perlmutter(D) |
| Alt Order #: | | Product Desc: | Perlmutter for Congress 2012 |
| Flight Dates: | 09/10/12 - 09/16/12 | Estimate: | 11556 |

**KMGH**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 8 | KMGH | 09/12/12 | 09/12/12 | The View<br>THE VIEW | CA | 10A-11A | --1---- | :30 | 1 | $375.00 | PREE | 0.00 | NM | 1 | $375.00 |
| 9 | KMGH | 09/11/12 | 09/11/12 | 11A-12P News/KMGH<br>11A-12P News | CA | 11A-12P | -1----- | :30 | 1 | $175.00 | PREE | 0.00 | NM | 1 | $175.00 |
| 10 | KMGH | 09/10/12 | 09/13/12 | The CHEW<br>The CHEW | CA | 1157A-1P | 1--1--- | :30 | 2 | $125.00 | PREE | 0.00 | NM | 2 | $250.00 |
| N 11 | KMGH | 09/10/12 | 09/14/12 | Katie M-F 3-4pm<br>Katie Couric | CA | 3-4pm | 11111-- | :30 | 5 | $275.00 | PREE | 0.00 | NM | 5 | $1,375.00 |
| N 12 | KMGH | 09/10/12 | 09/14/12 | DR. OZ - 4PM<br>Dr. Oz | CA | 4P-5P | 11111-- | :30 | 5 | $200.00 | PREE | 0.00 | NM | 5 | $1,000.00 |
| 13 | KMGH | 09/10/12 | 09/16/12 | 5-530P News M-F/KMGH<br>5-530P News | CA | 5P-530P | 11111-- | :30 | 5 | $425.00 | PREE | 0.00 | NM | 5 | $2,125.00 |
| 14 | KMGH | 09/15/12 | 09/15/12 | 5-6p News Saturday<br>5pm News Saturday | CA | 5P-6p | -----S- | :30 | 1 | $200.00 | PREE | 0.00 | NM | 1 | $200.00 |
| 15 | KMGH | 09/16/12 | 09/16/12 | 5pm News Sunday<br>5pm News Sun Local News | CA | 5P-6P | ------S | :30 | 1 | $200.00 | PREE | 0.00 | NM | 1 | $200.00 |
| N 16 | KMGH | 09/10/12 | 09/16/12 | 6p-630p JEOPARDY (M<br>6P-630P JEOPARDY (M-F) | CA | 6P-630P | 1-1---- | :30 | 2 | $800.00 | PREE | 0.00 | NM | 2 | $1,600.00 |
| N 17 | KMGH | 09/10/12 | 09/16/12 | 630-7P WHEEL (M-F)<br>630-7p WHEEL (M-F) | CA | 630-7P | -1-1--- | :30 | 2 | $800.00 | PREE | 0.00 | NM | 2 | $1,600.00 |
| 18 | KMGH | 09/14/12 | 09/14/12 | ABC Fri B<br>Primetime | CA | 8P-9P | ----F-- | :30 | 1 | $700.00 | PREE | 0.00 | NM | 1 | $700.00 |
| N 19 | KMGH | 09/10/12 | 09/16/12 | 10P NEWS - M-F/SU<br>10P NEWS (M-F/SU) | CA | 10P-1037P | 11111-- | :30 | 5 | $750.00 | P3 | 0.00 | NM | 5 | $3,750.00 |
| N 20 | KMGH | 09/15/12 | 09/15/12 | 10P NEWS - SAT<br>10P NEWS (SAT) | CA | 10P-1037P | -----S- | :30 | 1 | $450.00 | P3 | 0.00 | NM | 1 | $450.00 |
| N 21 | KMGH | 09/16/12 | 09/16/12 | 10P NEWS - M-F/SU<br>10P NEWS (M-F/SU) | CA | 10P-1037P | ------1 | :30 | 1 | $750.00 | P3 | 0.00 | NM | 1 | $750.00 |
| 22 | KMGH | 09/10/12 | 09/16/12 | Nightline<br>Nightline | CA | 1037P-1103P | 11111-- | :30 | 5 | $350.00 | PREE | 0.00 | NM | 5 | $1,750.00 |

| Ln | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|---|
| 8 | Week: | 09/10/12 | 09/16/12 | --1---- | 1 | $375.00 | 0.00 |
| 9 | Week: | 09/10/12 | 09/16/12 | -1----- | 1 | $175.00 | 0.00 |
| 10 | Week: | 09/10/12 | 09/16/12 | 1--1--- | 2 | $125.00 | 0.00 |
| N 11 | Week: | 09/10/12 | 09/16/12 | 11111-- | 5 | $275.00 | 0.00 |
| N 12 | Week: | 09/10/12 | 09/16/12 | 11111-- | 5 | $200.00 | 0.00 |
| 13 | Week: | 09/10/12 | 09/16/12 | 11111-- | 5 | $425.00 | 0.00 |
| 14 | Week: | 09/10/12 | 09/16/12 | -----S- | 1 | $200.00 | 0.00 |
| 15 | Week: | 09/10/12 | 09/16/12 | ------S | 1 | $200.00 | 0.00 |
| N 16 | Week: | 09/10/12 | 09/16/12 | 1-1---- | 2 | $800.00 | 0.00 |
| N 17 | Week: | 09/10/12 | 09/16/12 | -1-1--- | 2 | $800.00 | 0.00 |
| 18 | Week: | 09/10/12 | 09/16/12 | ----F-- | 1 | $700.00 | 0.00 |
| N 19 | Week: | 09/10/12 | 09/16/12 | 11111-- | 5 | $750.00 | 0.00 |
| N 20 | Week: | 09/10/12 | 09/16/12 | -----S- | 1 | $450.00 | 0.00 |
| N 21 | Week: | 09/10/12 | 09/16/12 | ------1 | 1 | $750.00 | 0.00 |
| 22 | | | | | | | |

| | | | |
|---|---|---|---|
| Order / Rev: | 184073 | Advertiser: | Congress/Perlmutter(D) |
| Alt Order #: | | Product Desc: | Perlmutter for Congress 2012 |
| Flight Dates: | 09/10/12 - 09/16/12 | Estimate: | 11556 |

**KMGH**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 22 | KMGH | 09/10/12 | 09/16/12 | Nightline Nightline | CA | 1037P-1103P | 11111-- | :30 | 5 | $350.00 | PREE | 0.00 | NM | 5 | $1,750.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/10/12 | 09/16/12 | 11111-- | 5 | $350.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 23 | KMGH | 09/16/12 | 09/16/12 | ABC Sun C Revenge | CA | 8P-9P | ------S | :30 | 1 | $1,050.00 | PREE | 0.00 | NM | 1 | $1,050.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/10/12 | 09/16/12 | ------S | 1 | $1,050.00 | 0.00 |

| Totals | 67 | $23,800.00 |
|---|---|---|